

Amendments to the Specification:

Please replace paragraph [0001] with the following amended paragraph:

[0001] This application is a divisional of application Ser. No. 08/735,549 filed Oct. 23, 1996, entitled "Method And Apparatus For Targeted Advertising" (As Amended), which is a divisional of application Ser. No. 08/160,280, filed Dec. 2, 1993, now issued U.S. Pat. No. 5,600,364, entitled "Network Controller for Cable Television Delivery Systems," ~~which is a continuation-in-part of application Ser. No. 07/991,074 filed Dec. 9, 1992, entitled "Television Program Packaging And Delivery System With Menu Driven Subscriber Access",~~ all of which are herein incorporated by reference. The following other continuation-in-part applications are also incorporated herein by reference: